

BOARD ADMINISTRATIVE PROCEDURE	
<i>Administrative Procedure</i>  <b>Distribution of Communication Materials from External Groups to Schools</b>	<i>Administrative Procedure Number</i>  <b>1102</b>
<i>Directional Policy</i>  <b>1100 Communications</b>	

**Title of Administrative Procedure:**

Distribution of Communication Materials from External Groups to Schools

**Date Approved:**

April 18, 2023

**Projected Review Date:**

2028

**Directional Policy Alignment:**

The Distribution of Materials from External Groups to Schools Administrative Procedure aligns with Directional Policy 1100 – Communications by setting appropriate procedures for distributing communications from external groups to school communities.

**Alignment with Multi-Year Strategic Plan:**

The Distribution of Materials Administrative Procedure supports the Board's Multi-Year Strategic Plan to maximize resources and value relationships.

[PVNCCDSB Board Vision, Mission and Strategic Priorities](#)

**Guidelines:**

This administrative procedure outlines Peterborough Victoria Northumberland and Clarington (PVNC) Catholic District School Board's approach to facilitating the distribution of communication materials from external groups to schools. The purpose of this administrative procedure is to ensure that the materials distributed to schools meet the criteria outlined by PVNC Catholic and align with its goals and values.

This service is offered as a courtesy and is at the discretion of the Board. The Board reserves the right to revoke the authorization to distribute material.

*Approval Criteria for Distribution of Communication Materials to Schools*

- Materials must be in alignment with Board values and strategic priorities and consistent with Board policies and procedures.
- Materials must be of educational value, promote physical health and/or student well-being.
- Materials must be non-commercial in nature, from organizations with not-for-profit (NFP) status, charities or from other public sector organizations. Requests from private individuals and for-profit companies will be denied.
- Materials from political groups shall be prohibited unless those materials are tied to a specific in-school learning opportunity facilitated by an educator such as an all-candidates meeting or curriculum-based classroom lessons. In these situations, the audience should be limited to students taking relevant courses.
- Materials must be geographically relevant to the communities the Board serves.
- Materials must comply with applicable legislation including the Freedom of Information and Protection of Privacy Act and the Education Act.
- Whenever feasible, the electronic distribution of materials to schools is preferred.

*Process for Distribution of Communication Materials to Schools*

- External groups wishing to distribute materials to schools must submit materials to Communication Services for review. This process must be completed each time an organization wishes to distribute materials to school.
- Submissions should include an electronic version or physical copy of the distribution material, a description of the target audience (i.e. grade level) and the geographic region of the board for which the distribution is intended.

- When Communication Services approves a distribution request, it will inform the requester and will facilitate the distribution of communication materials to school principals on behalf of the requester and/or provide approval to the requester to contact the school principal directly. While electronic distribution is preferred, Communication Services may facilitate the distribution of physical communications to the school via the Board's courier service.
- Approval and form of distribution within the school and the school community shall be at the discretion of the principal.
- When Communication Services denies a request, it will communicate that decision to the requester and explain the reason.

**Responsibilities:****The Board of Trustees is responsible for:**

- Ensuring alignment of this administrative procedure with the Communications Directional Policy.
- Reviewing this Administrative Procedure as part of its regular policy and procedure review cycle.

**The Director of Education is responsible for:**

- Designating resources for ensuring the implementation of and compliance with this Administrative Procedure

**Communication Services is responsible for:**

- Reviewing all requests for distribution of materials to schools.
- Facilitating the distribution of approved material to schools electronically or through the Board courier service to schools.
- Consulting with other board departments as necessary in the review of distribution material.

**Superintendents of Schools and System Portfolios are responsible for:**

- Ensuring school principals are consistent with the application of this Administrative Procedure.

- Assisting the school principal and Communication Services with responsibilities and duties as assigned.

**Principals and vice-principals are responsible for:**

- Approving the distribution of materials within the school and the school community.
- Establishing a process for the assessment and suitability of distributing materials that arrive in the school and determining the most appropriate form of distribution (i.e. social media posting, school announcement, putting up a poster, inclusion in school newsletter, sharing with classroom teachers, etc.).
- Considering the potential impact of distribution of materials on school resources.
- Consulting with Communication Services to ensure that materials brought directly to the school have gone through the appropriate review centrally.
- Keeping the Catholic School Council and the Student Council informed about the school's processes for distribution of materials and seeking feedback with respect to the assessment, suitability, and appropriate form of distribution within the school community.

**Progress Indicators:**

- The effectiveness of the policy will be evaluated on an as needed basis.